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## **SIGHTSEEING MODULE**

**SSTRIPS** During the past 12 months approximately, how many trips did you take where the primary purpose was to sightsee, drive for pleasure, or to visit farms, ranches and other agricultural settings?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know  
-99 Refused

IF (SSTRIPS = 0) SKIPTO CBIKE1

**SSFARM** Did the following reasons influence your decision to take any of these \_\_ trips? Please answer YES if the reason positively influenced your decision to take a trip or NO if it was never an important reason.

To visit a farm?

1 Yes  
2 No  
8 Don't know  
9 Refused

Examples: to pick apples, buy produce, to hunt small game, to cut a Christmas tree, take a hayride, watch farmyard activities, or learn about agriculture.

**SSSCENE** Did the following reasons influence your decision to take any of these \_\_ trips? Please answer YES if the reason positively influenced your decision to take a trip or NO if it was never an important reason.

To enjoy scenery?

1 Yes  
2 No  
8 Don't know  
9 Refused

Examples: to look at the countryside and scenic views.

**SSDRIVE** Did the following reasons influence your decision to take any of these \_\_ trips? Please answer YES if the reason positively influenced your decision to take a trip or NO if it was never an important reason.

To drive for pleasure?

1 Yes  
2 No  
8 Don't know  
9 Refused

**SSVUAGB** On any of these \_\_\_ trips, was viewing agricultural scenery one of the things you did?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

IF NEEDED: By agricultural scenery, we mean croplands, orchards, pastures, farmsteads, and any other rural landscape that is used for agriculture.

IF (SSVUAGB <> 1 & SSFARM <> 1) SKIPTO CBIKE1

**SSNAME1** Please think about your most recent trip during which you visited a farm or viewed agricultural scenery. Where did you go on this trip?

A.. ENTER RESPONSE \*\*\*\*

For example: what city or town the endpoint of your trip?

By endpoint, I mean the place you turned around and headed back home.

Try to get a specific location, not a state name.

By farm, I mean farms, ranches, orchards, and any other type of agricultural setting.

**SSWHEN1** How many months ago was your most recent visit to SSNAME1?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know  
-99 Refused

IF (SSWHEN1=1|SSWHEN1=2) SKIPTO SSWHEN2  
SKIPTO SS\_FARM1

**SSWHEN2** How many days ago was that visit?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know  
-99 Refused

**SS\_FARM1** During your trip to SSNAME1 did you stop and visit a farm?

- 1 Yes
- 2 No <go to SSVFIELD>
- 8 Don't know <go to SSVFIELD>
- 9 Refused <go to SSVFIELD>

By farm, I mean farms, ranches, orchards, and any other type of agricultural setting.

**SSFAMILY** In general, when deciding to visit this farm, how important were the following reasons.

Would you say To visit family or friends was important, somewhat important or not at all important?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

**SSFPICK** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

Would you say To pick fruit or produce was important, somewhat important or not at all important?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as apples or peaches, or to cut a Christmas tree

**SSFBUY** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To purchase agricultural products?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as fruits and vegetables, or to cut a Christmas tree

**SSFACTIV** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To watch and participate in farm activities?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as milking a cow

**SSFSCENE** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To enjoy the rural scenery around the farm?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

CLARIFY IF NEEDED: such as the variety of animal life, the mixture of crops, or the appearance of farm barns and silos

**SSFLEARN** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

from? To learn about, or to better appreciate, where our food comes

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

**SSFHUNT** [REMIND IF NEEDED] In general, when deciding to visit this farm, how important were the following reasons.

To hunt or fish?

- 1 Important
- 2 Somewhat important
- 3 Not at all important
- 8 Don't know
- 9 Refused

**SSLAD** How did you first learn about this farm?

READ LIST IF NECESSARY, CHECK ALL THAT APPLY

- ☐ From advertisements
- ☐ From an article in a local newspaper
- ☐ From TV or radio report
- ☐ From friends or family (word of mouth)
- ☐ Discovered it on a prior trip
- ☐ Just happened to pass by it
- ☐ From the internet
- ☐ Other
- ☐ No other

IF (SSFBUY <> 1 & SSFPICK <> 1) SKIPTO SSVFIELD

**SSFSPEND** On your most recent trip to this farm, about how much did you spend on farm products?

- A.. ENTER RESPONSE \*\*\*\*
- 98 Don't know
  - 99 Refused

IF (SSFSPEND > 0) SKIPTO SSRSAVE

IF (SSFSPEND = 0) SKIPTO SSVFIELD

**SSFSPEN2** Did you spend:

- 1 Less than 5 dollars

- |   |                            |
|---|----------------------------|
| 2 | Between 5 and 25 dollars   |
| 3 | Between 26 and 50 dollars  |
| 4 | Between 51 and 100 dollars |
| 5 | Greater than 100 dollars   |
| 8 | Don't know                 |
| 9 | Refused                    |

**SSRSAVE** Why did you purchase these farm products?

READ LIST IF NECESSARY, CHECK ALL THAT APPLY

- ☐ To save money
- ☐ To obtain fresher farm products
- ☐ To obtain unusual farm products
- ☐ To obtain organic products
- ☐ To support local farmers
- ☐ Other
- ☐ No other

**SSVFIELD** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Cropland

- |   |                |
|---|----------------|
| 1 | Less           |
| 2 | About the same |
| 3 | More           |
| 8 | Don't know     |
| 9 | Refused        |

[cropland = suchs as fields of corn, soybean, wheat and hay]

**SSVPASTU** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Land in pasture or range

- |   |                |
|---|----------------|
| 1 | Less           |
| 2 | About the same |
| 3 | More           |
| 8 | Don't know     |
| 9 | Refused        |

[and other types of grasslands]

**SSVCOWS** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Grazing animals

- |   |                |
|---|----------------|
| 1 | Less           |
| 2 | About the same |
| 3 | More           |
| 8 | Don't know     |
| 9 | Refused        |

[grazing animals = such as cattle, sheep, and horses]

**SSVBARN** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Farmsteads, such as barns, silos, tractors, and other farm buildings and equipment

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

**SSVORCH** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Land in orchards and vines

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

**SSVTREES** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

Woodlands

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

[woodlands = land that is forested]

**SSVCITY** During this trip, would you like to have seen less, about the same, or more of the following landscape characteristics?

route Non-farm, such as business and residential, development along the

- 1 Less
- 2 About the same
- 3 More
- 8 Don't know
- 9 Refused

**SS\_TRIP1** How many trips did you take to SSNAME1?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know  
-99 Refused

IF NEEDED: Please consider trips for which viewing agricultural scenery, or visiting a farm, was an important reason for taking the trip.

IF (SSTRIPS = 1) SSTRIP1 = 1  
IF (SSTRIPS = 1) SKIPTO SSCITY1

**SSCITY1** IF ALREADY KNOW THAT YOU HAVE CITY NAME, JUST TYPE IT IN AGAIN.

What is the name of the city or town closest to SSNAME1 ?

A.. ENTER RESPONSE \*\*\*\*

**SSstate1** What state is SSCITY1 in?

ASK IF DON'T KNOW CITY:

What state is SSNAME1 in?

A.. ENTER RESPONSE \*\*\*\*

**SSORIG1** Did you travel to SSNAME1 from your home, a vacation home, cottage, or condo, or from somewhere else?

- 1 Home <go to SSDIST1>
- 2 Vacation home, cottage, condo
- 3 Somewhere else
- 8 Don't know <go to SSDIST1>
- 9 Refused <go to SSDIST1>

Somewhere else could include a relative or a friend's house, a resort, a campsite, or any place you were visiting for a few days.

**SSORIG1B** From what city or town did you travel to SSNAME1?

A.. ENTER RESPONSE \*\*\*\*

[What city or town is your vacation home located in]

**SSORIG1C** What state is SSORIG1B in?

A.. ENTER RESPONSE \*\*\*\*

**SSORIG1D** Was your trip to SSNAME1 an important reason for traveling to SSORIG1B?  
In other words, was the opportunity to visit:

- SSNAME1 ?
- 1 One of the most important reasons for traveling to
  - 2 One of several reasons, or
  - 3 Not a consideration
  - 8 Don't know
  - 9 Refused

SKIPTO CBIKE1

**SSDIST1** About how many miles from your home is SSNAME1 ?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know  
-99 Refused

**SSDIRE1** What direction from your home is SSNAME1?

1 North  
2 Northeast  
3 East  
4 Southeast  
5 South  
6 Southwest  
7 West  
8 Northwest  
9 Don't know  
10 Refused

**SSROUTE** On your most recent trip to SSNAME1 did you change your route to improve the quality of your sight seeing?

1 Yes  
2 No <go to ASK\_COST>  
8 Don't know <go to ASK\_COST>  
9 Refused <go to ASK\_COST>

CLARIFICATION: For example, did you take secondary roads?

**SSROUTET** About how many extra minutes did you drive due to changing your route to better enjoy the scenery?

A.. ENTER RESPONSE \*\*\*\*  
-98 Don't know  
-99 Refused

**SSCOST1X** How much did your trip to SSNAME1 cost you?

A.. ENTER RESPONSE \*\*\*\* <If SSCOST1X >= 0  
goto SS\_ADDC>  
-98 Don't know  
-99 Refused

If it was a family trip, how much did it cost overall?

If the person takes more than a few seconds to answer, enter -98

**SSCOST1A** Was your trip cost:

0 Nothing  
1 Between 1 and 10 dollars  
2 Between 11 and 25 dollars  
3 Between 26 and 50 dollars  
4 Greater than 51 dollars  
8 Don't know



**SSTRIPC** Suppose the cost of a trip to SSNAME1 were to increase by \_\_\_\_\_ for example, due to an increase in the price of gas. Would you change the number of trips you took to SSNAME1 ?

- |   |                                  |                |
|---|----------------------------------|----------------|
| 1 | No change (same number of trips) | <go to CBIKE1> |
| 2 | 1 less trip                      | <go to CBIKE1> |
| 3 | 2 less trips                     | <go to CBIKE1> |
| 4 | Taken no trips                   | <go to CBIKE1> |
| 5 | Other                            | <go to CBIKE1> |
| 8 | Don't know                       | <go to CBIKE1> |
| 9 | Refused                          | <go to CBIKE1> |

IF NEEDED: Please assume that only the cost of visiting SSNAME1 increases, all other prices and trip costs remain the same.

IF SKEPTICAL: Though our example of an increase in gas prices is likely to increase the costs of going to any site, for purposes of this question please imagine that only the cost of visiting SSNAME1 increases.